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Jan 1958

City planning

Administration

Richmond
Calif.

RESIDENTIAL REDEVELOPMENT

A PROGRESS REPORT

1B
THE PLAZA
1B

Slum clearance Richmond, Calif.

PREPARED BY THE CITY PLANNING COMMISSION,
RICHMOND, CALIFORNIA, JANUARY, 1958

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LAND SPECULATION - A FIFTY-YEAR HEADACHE

The birth of a city - and the beginning of a problem that would plague it for years to come.

In an atmosphere not unlike a county fair, prospective buyers bid on 25-foot lots scattered throughout the city. In the following years these new landowners spread over the face of the earth.

Subsequent developers found their hands tied by the impossibility of assembling sufficient acreage to make development feasible--

and the land became blighted...



During the 20's and 30's, as today, this land--
undeveloped except for weed-covered sidewalks,
scattered utility poles and a few dwellings--
became to many people

the identifying characteristic
of Richmond...



In the 40's the demands of the second World War attracted some 75,000 new residents to Richmond in the short span of two years.

To house these people the Federal Government constructed 17,000 apartments on Richmond's empty, blighted acreage.



After the war, Richmond, carefully appraising the unfortunate combination of land speculation--25-foot lot subdivisions--scattered ownership--retarded development--and finally, extended occupancy of temporary war housing--

came to the conclusion that proper development of these areas of the city could only be realized through

acquisition, clearance and rebuilding...



THE PLAZA:
RICHMOND'S FIRST STEP TOWARD RESIDENTIAL REDEVELOPMENT

In initiating the city's program to build a better Richmond, the Planning Commission, in 1954, prepared a Preliminary Plan for this area illustrating how it could be developed into a desirable urban neighborhood.

The Plan called for:

1. Encouragement of home ownership and the stable residential neighborhood that would result from it.
2. Construction of new housing types--such as town houses--to provide privacy, convenience and beauty within the framework of urban densities and urban land costs.

A PRELIMINARY PLAN
FOR THE DEVELOPMENT OF

THE CITY OF BOSTON



Today, the PLAZA, the first residential unit in Richmond's program to overcome some of the handicaps of the past, nears completion, with the majority of its new homes sold.

Its realization is tangible evidence of the plans and energies of the people of Richmond, their City Council, their Planning Commission and their Redevelopment Agency.



These plans have now been translated
into reality.

Do they represent a sound and sensible
approach to the local
housing market?

What sort of new neighbors will
make their homes here?

Has the Plaza demonstrated that
the city's program for urban
development is feasible?

The following pages tell the story.

Viewed against the background
of Richmond's past problems
and future development,
these new homes and their new
owners present a challenging
picture of the
city Richmond can become!

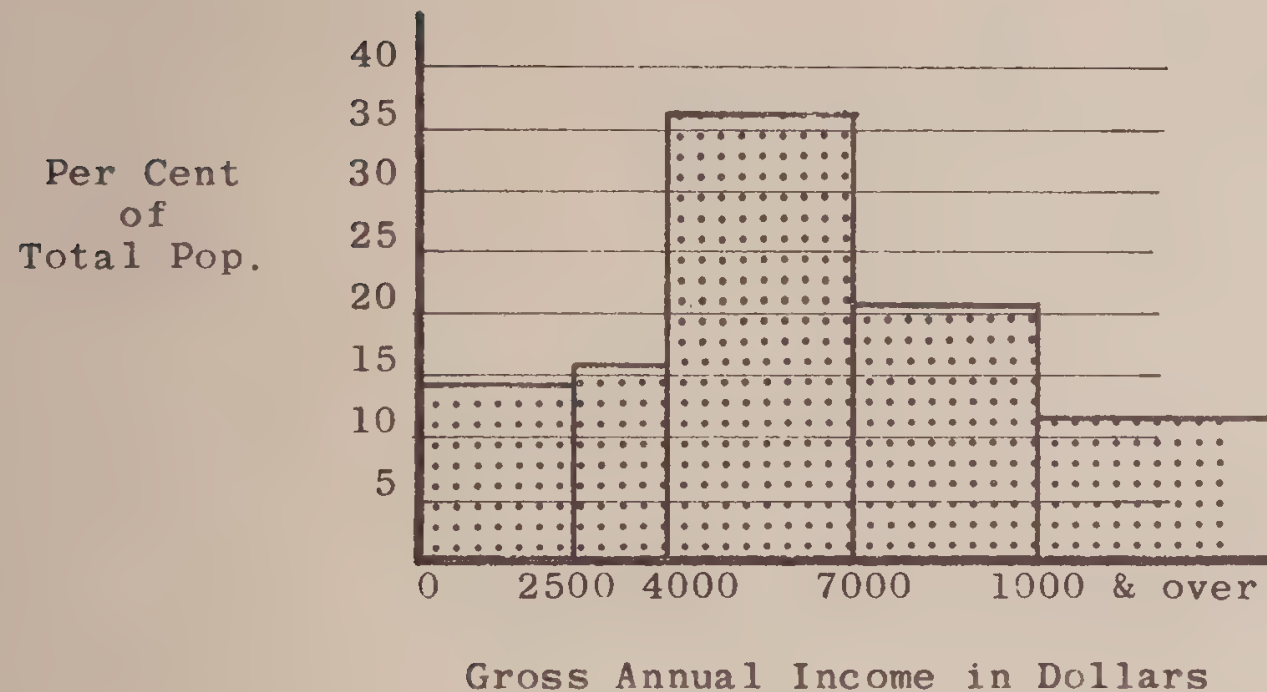
THE SUCCESS OF THE PLAZA: FACTS AND FIGURES

I. The Plaza and the Local Housing Market

The Plaza is priced right for the market demand in Richmond.

1. 45 out of every 100 families in Richmond today have the purchasing power to buy a home priced at \$15,000 or more --- the largest single group of potential buyers...

(2) Income Distribution
City of Richmond 1957*

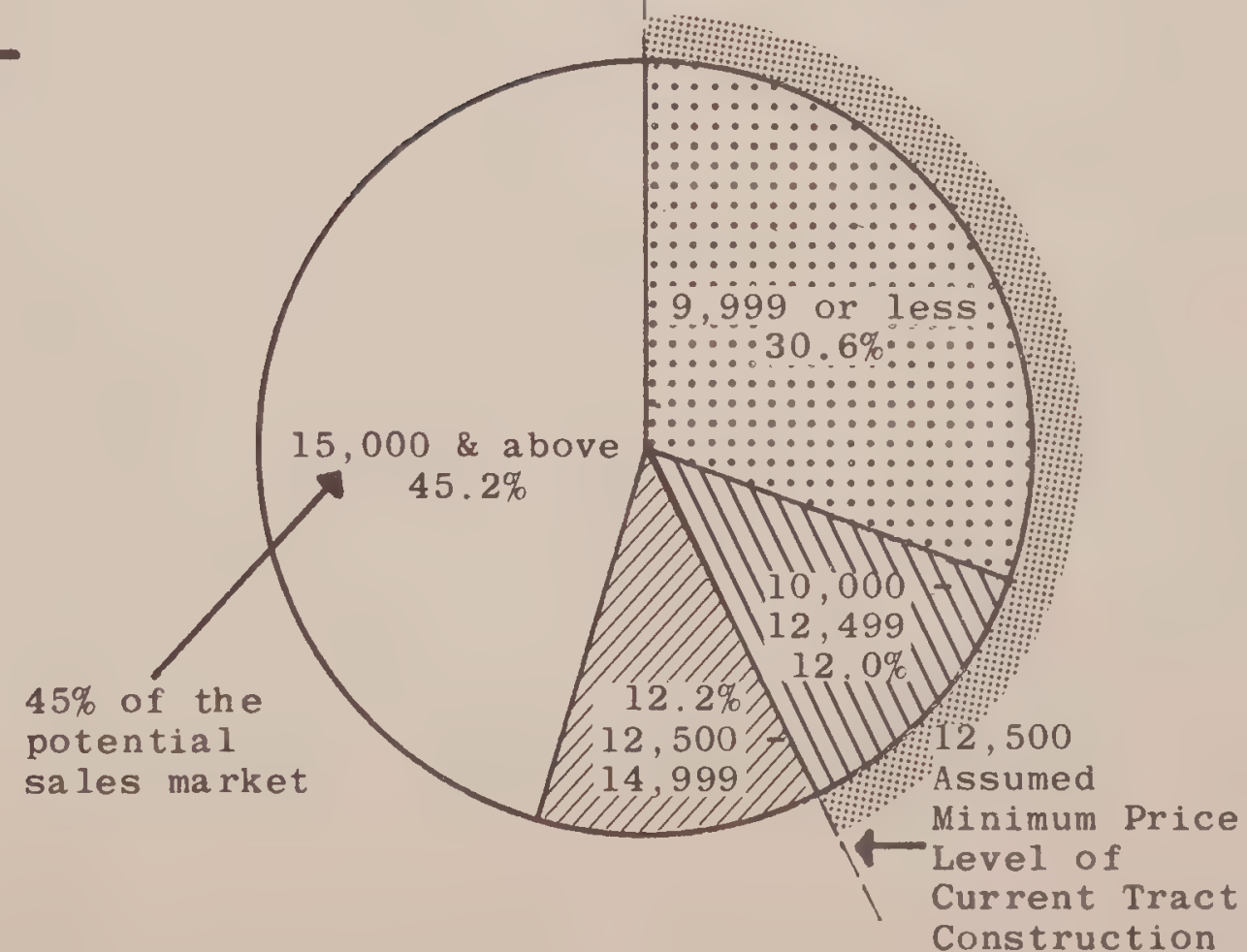


Sources:

* Sales Management
"Survey of Buying Power", May 1957
Corrected for Federal, State &
Local Taxes

+ Based upon $2\frac{1}{2}$ times
Annual income applied
to the above income distribution.

(1) Per Cent of total Pop., by
Purchasing power
Potential Home-buying Market
City of Richmond +

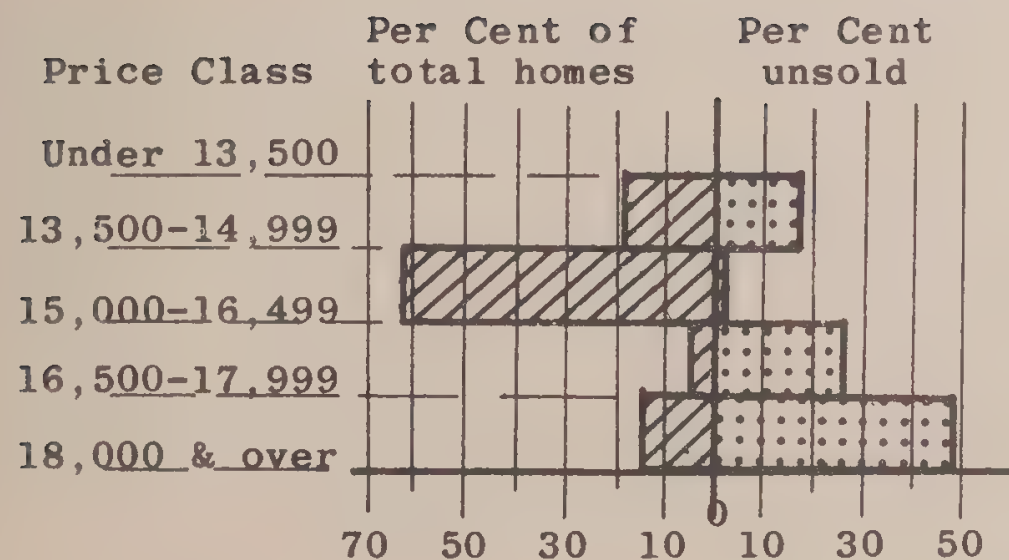


The Plaza and the Local Housing Market

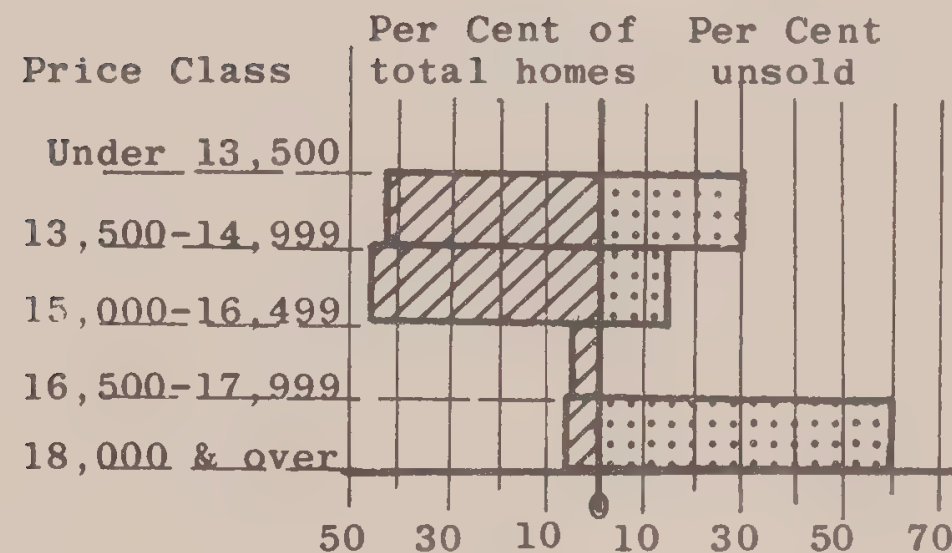
2. The highest percentage of tract homes completed and the lowest percentage unsold in the Richmond market area at the end of 1956 were in the \$15,000 to \$16,499 class.

The highest percentage of tract homes under construction and the second lowest percentage unsold were in the \$15,000 to \$16,499 class...

INVENTORY OF TRACT HOMES
NOVEMBER 30, 1956-RICHMOND AREA



(2) Homes under Construction



Source: F.H.A.
 "1956 Inventory Survey of Tract Home Building Operations in Selected Areas of Contra Costa County". Appraisal & Market Sections of F.H.A. San Francisco Insuring Office.

The Plaza and the Local Housing Market

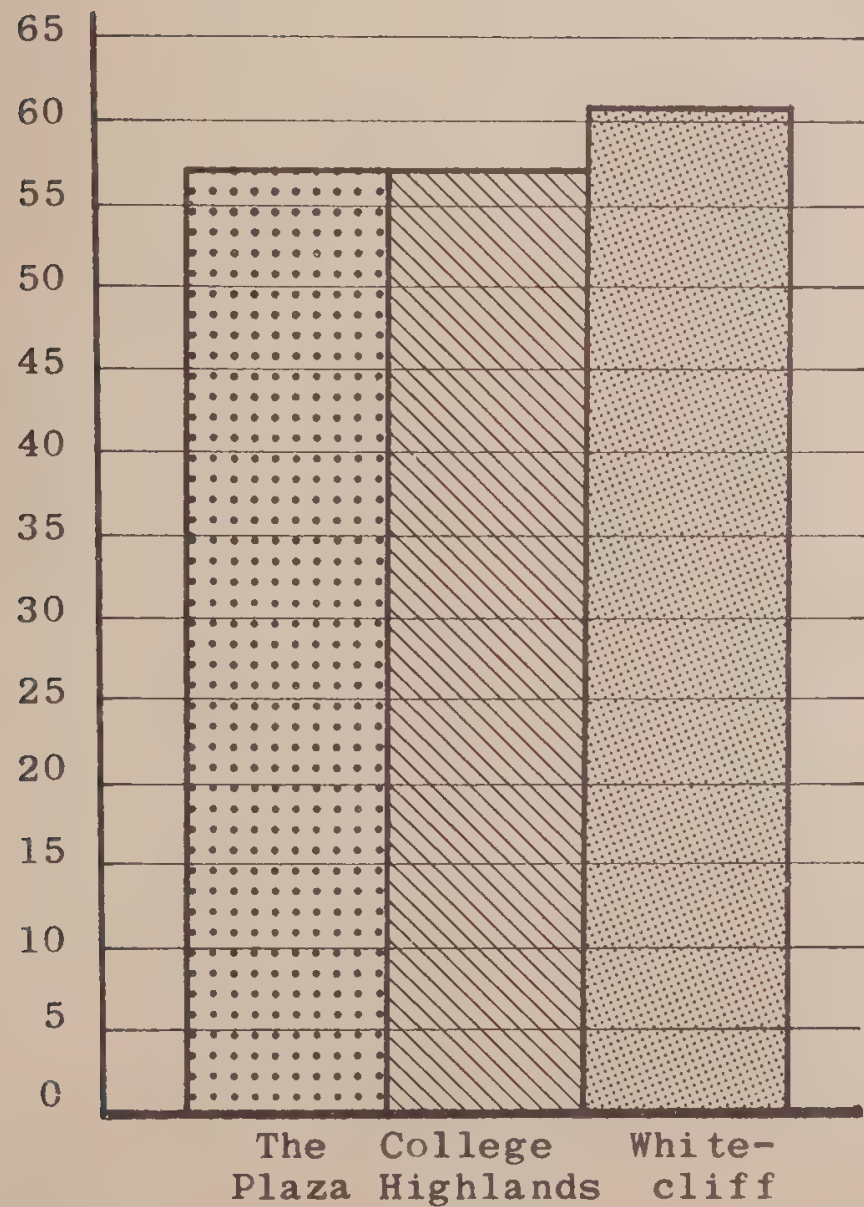
3. Of the three current subdivisions in the Richmond Area, the Plaza, covering the lower range of sales prices, represents a realistic approach to the local market.

Total sales in the Plaza equal those of other active tracts in the Richmond Area...

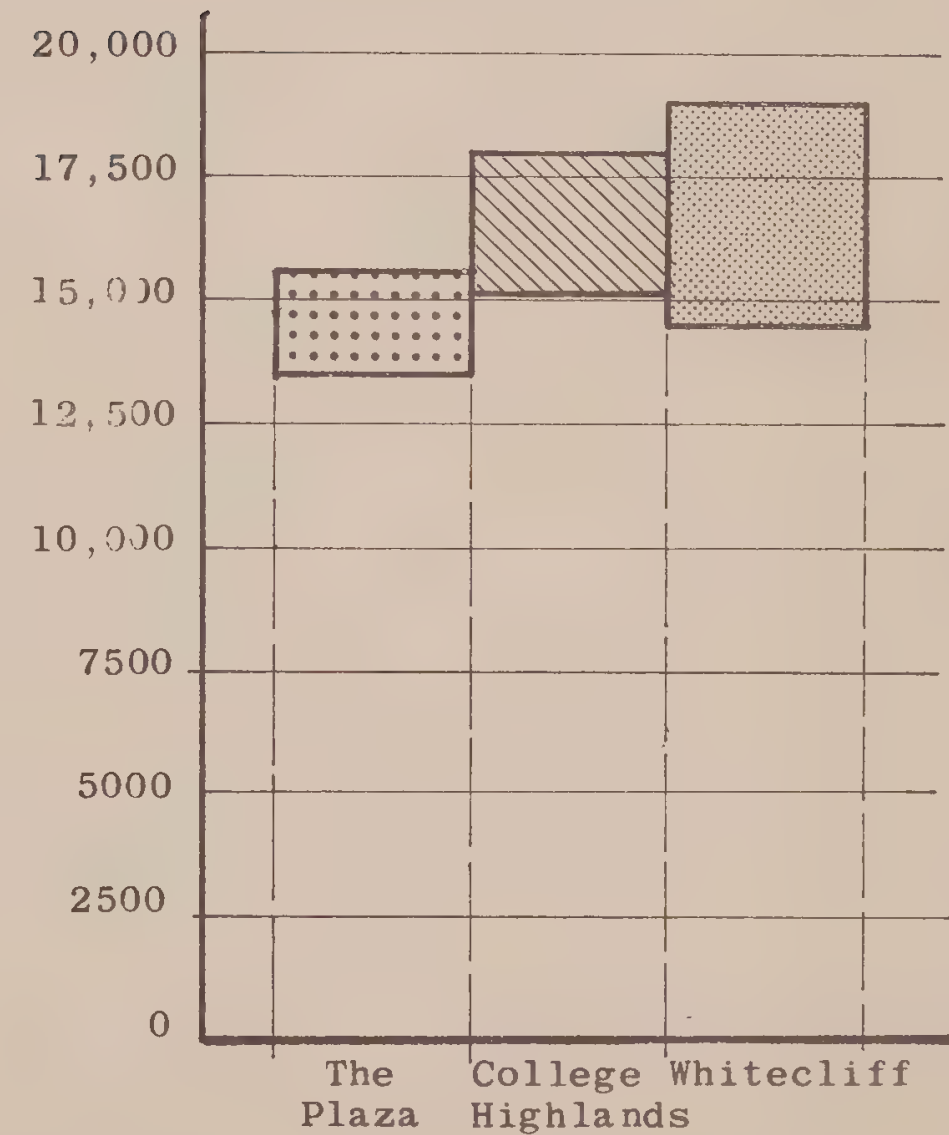
(1) Price Ranges of Homes in The Plaza,
College Highlands, Whitecliff
Richmond 1957

(2) Total Sales Oct. 31, 1957
Plaza, College Highlands, Whitecliff

Total
of
Homes
Sold



Sales
Price
in
Dollars



Sources:

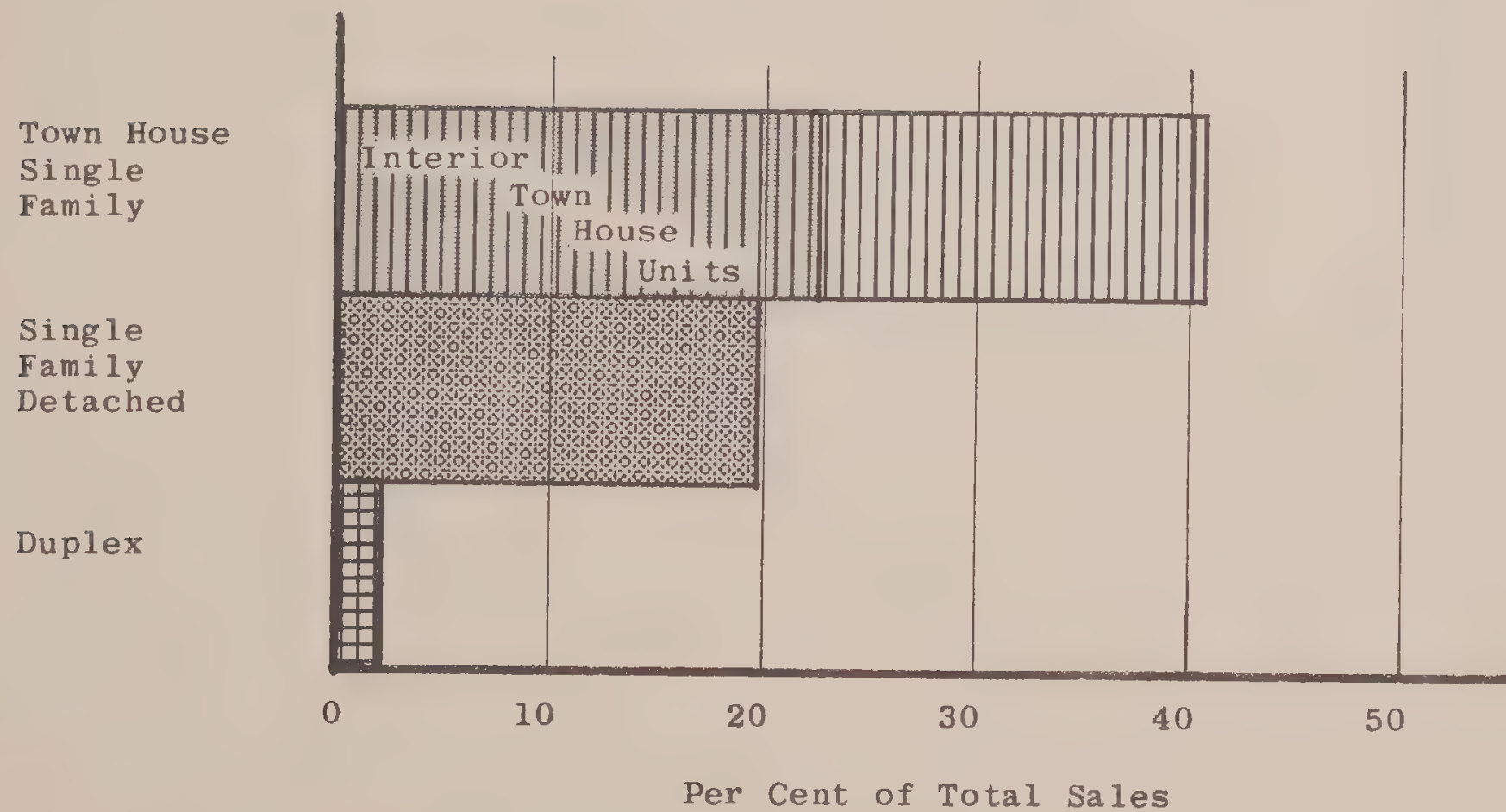
1. Barrett Homes Inc.
2. Mr. Jim DeLucas,
Whitecliff Homes 12-9-57

II. New Housing Types for Urban Living

The attached town house is practical.

1. 40% of Plaza sales have been town houses;
55% of these sales have been interior units.
2. Single-family town houses provide privacy and adequate outdoor living space for homeowners. Use of single-family detached houses in their place would have reduced the number of families from 100 to only 78.

(1) Per Cent of Total Sales by House Type
The Plaza, Richmond - October 31, 1957

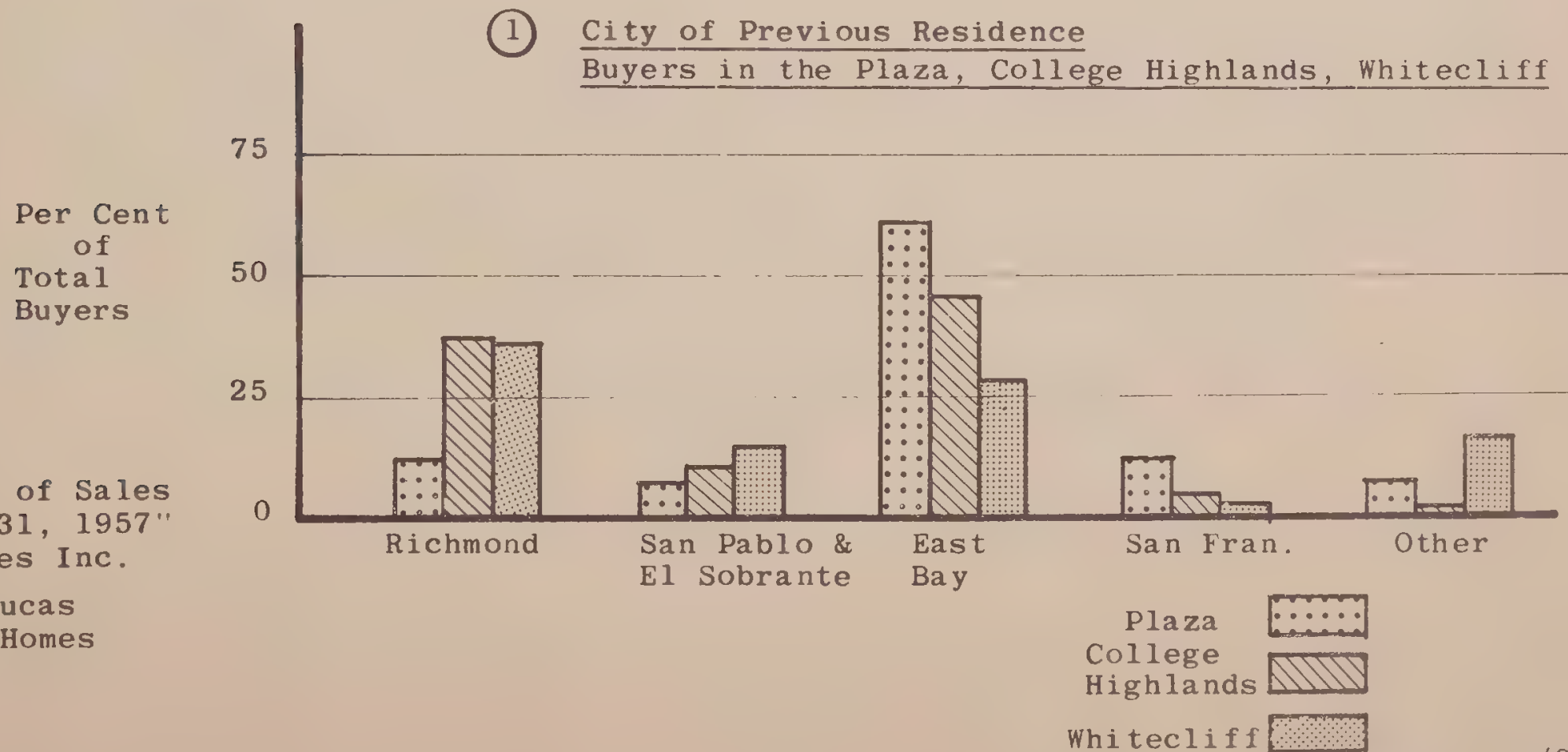
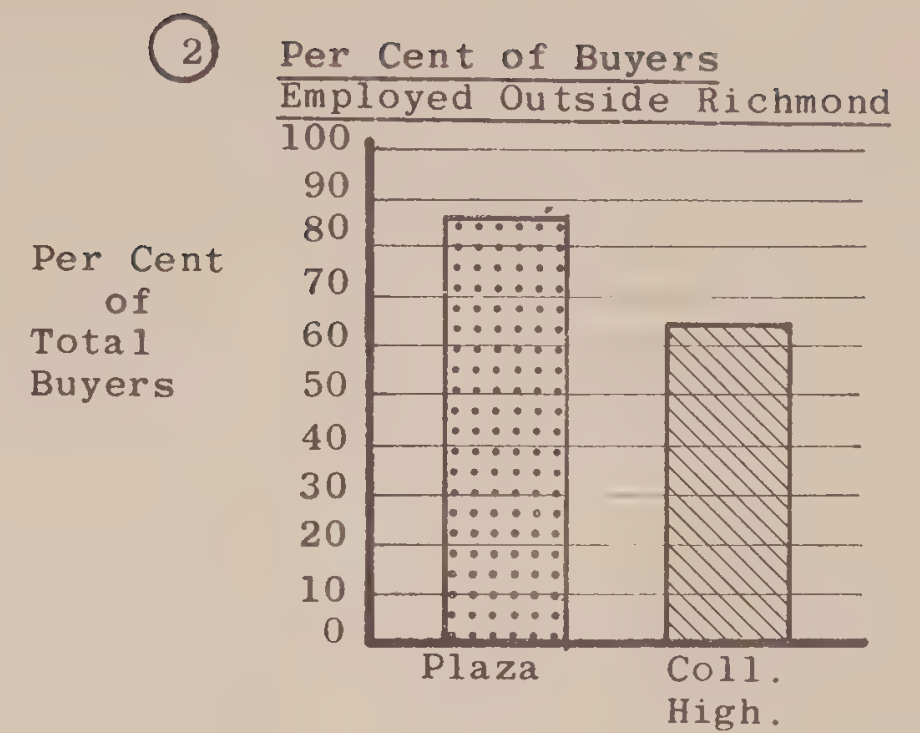
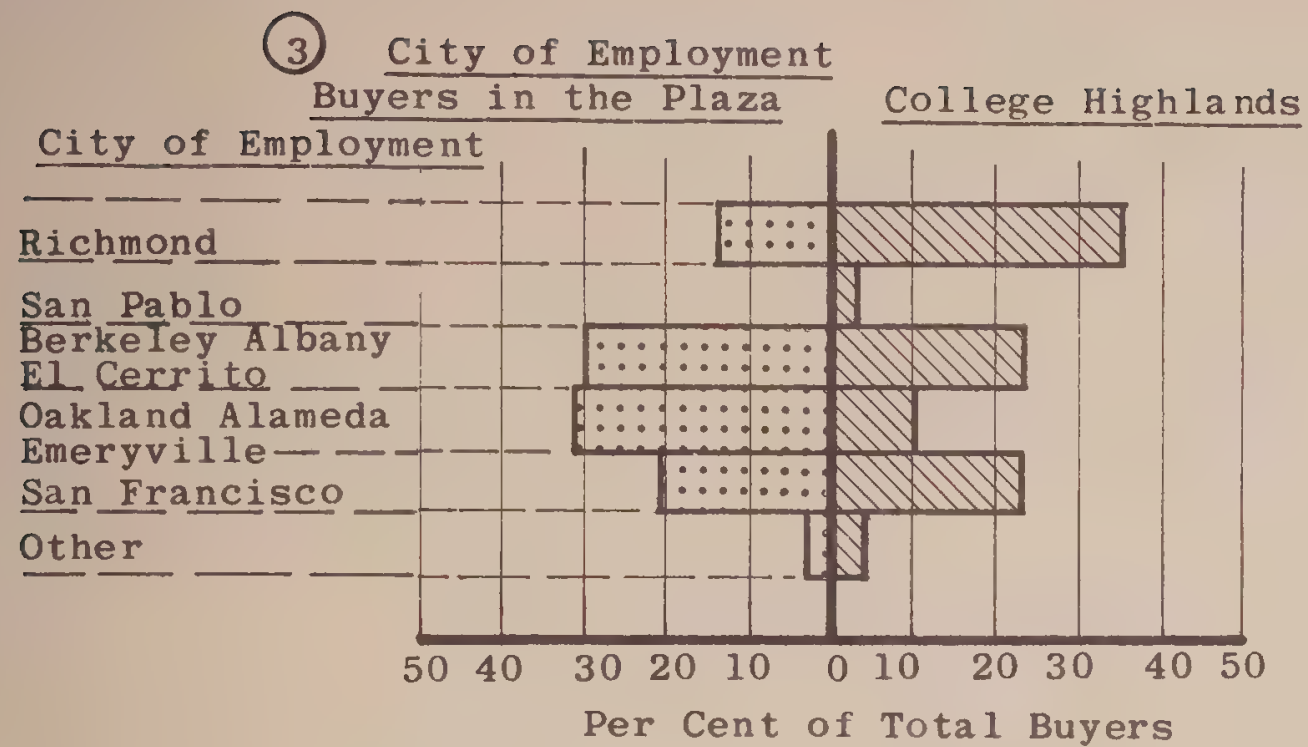


Source: Analysis of Sales as of Oct. 31, 1957
 Barrett Homes Inc.

III. New Neighbors for Richmond

The Plaza is attractive to the Greater East Bay market.

1. The Plaza leads all other subdivisions in percentage of residents attracted from the East Bay -- 61%.
2. The Plaza is conveniently located for working in the Bay Area. 86% of these new neighbors work outside of Richmond...



Source:

1. "An Analysis of Sales as of Oct. 31, 1957" Barrett Homes Inc.
2. Mr. Jim DeLucas Whitecliff Homes 12-9-57

New Neighbors for Richmond

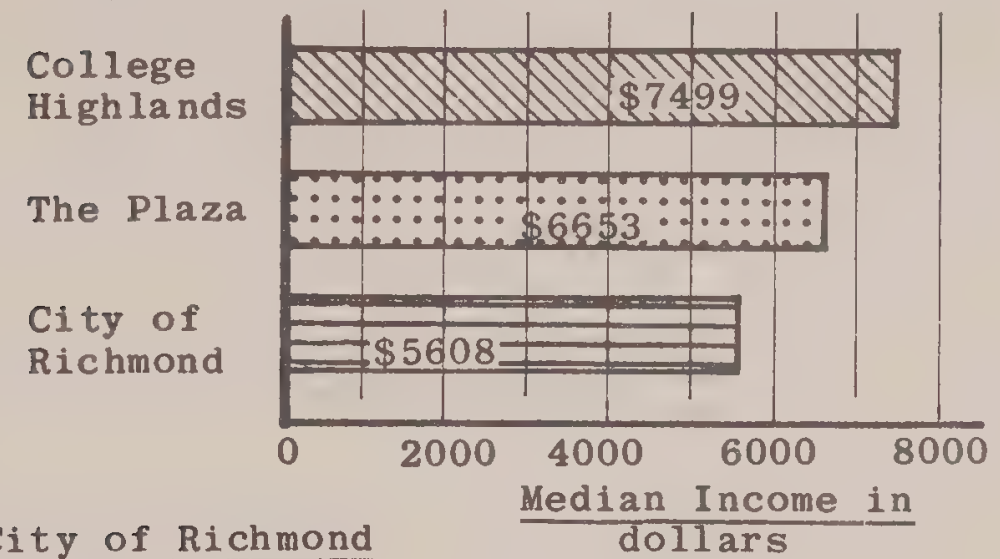
The Plaza brings a new income group and more purchasing power to Richmond.

1. A new group midway between the average for the city as a whole and the average for new subdivisions.
2. This new group enlarges Richmond's share of the higher income brackets...

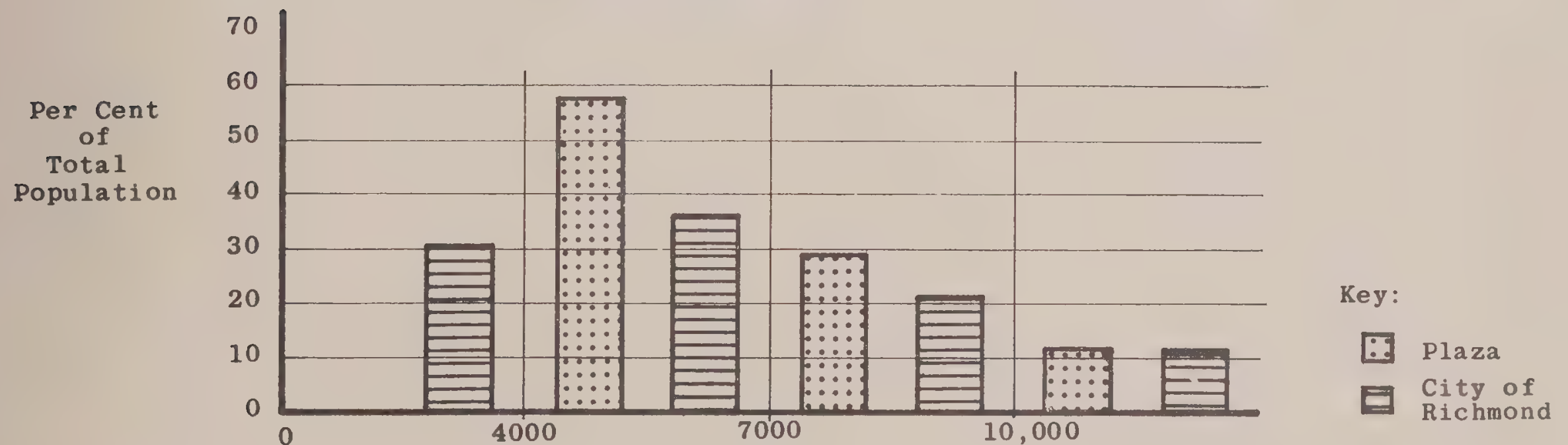
The Plaza is a successful "open occupancy" subdivision - 30% of its homeowners are minority families...

(1) Median Incomes: 1957

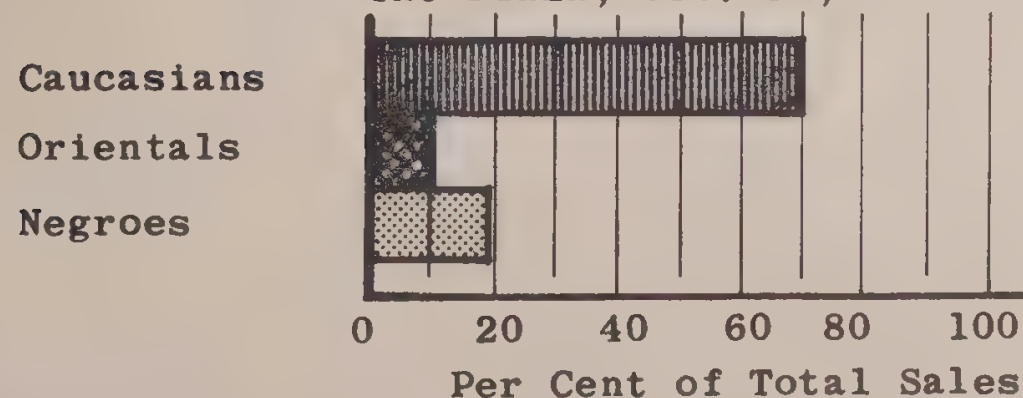
The Plaza, College Highlands, & City of Richmond



(2) Income Distribution: City of Richmond & The Plaza, 1957



(3) Occupancy by Race, The Plaza, Oct. 31, 1957



Sources:

1. "Analysis of Sales as of Oct. 31, 1957"
Barrett Homes Inc.
2. "Survey of Buying Power"
Sales Management May 1957

THE REALIZATION OF AN IDEA

IV. Planning Ahead for Richmond's Future

The Plaza today represents the careful analysis of the problems, needs and future of Richmond made by the Planning Commission several years ago. Here are the:

1. Town houses
2. Detached, single-family houses
3. Duplexes

proposed in the Commission's Preliminary Plan of 1954, and the Plaza as it is today...

(1) Town Houses

1954



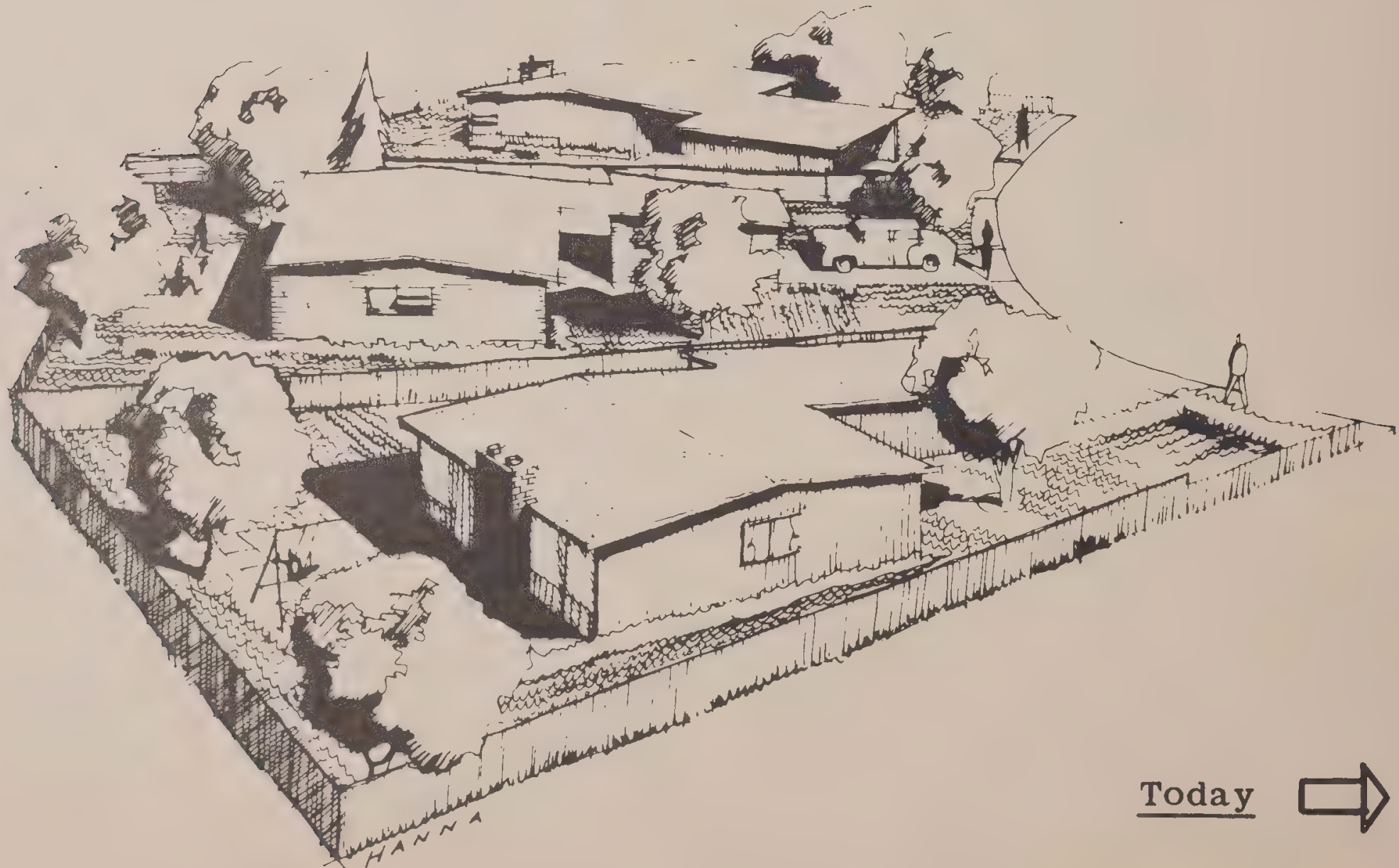
Today





(2) Detached Single-family Homes

1954



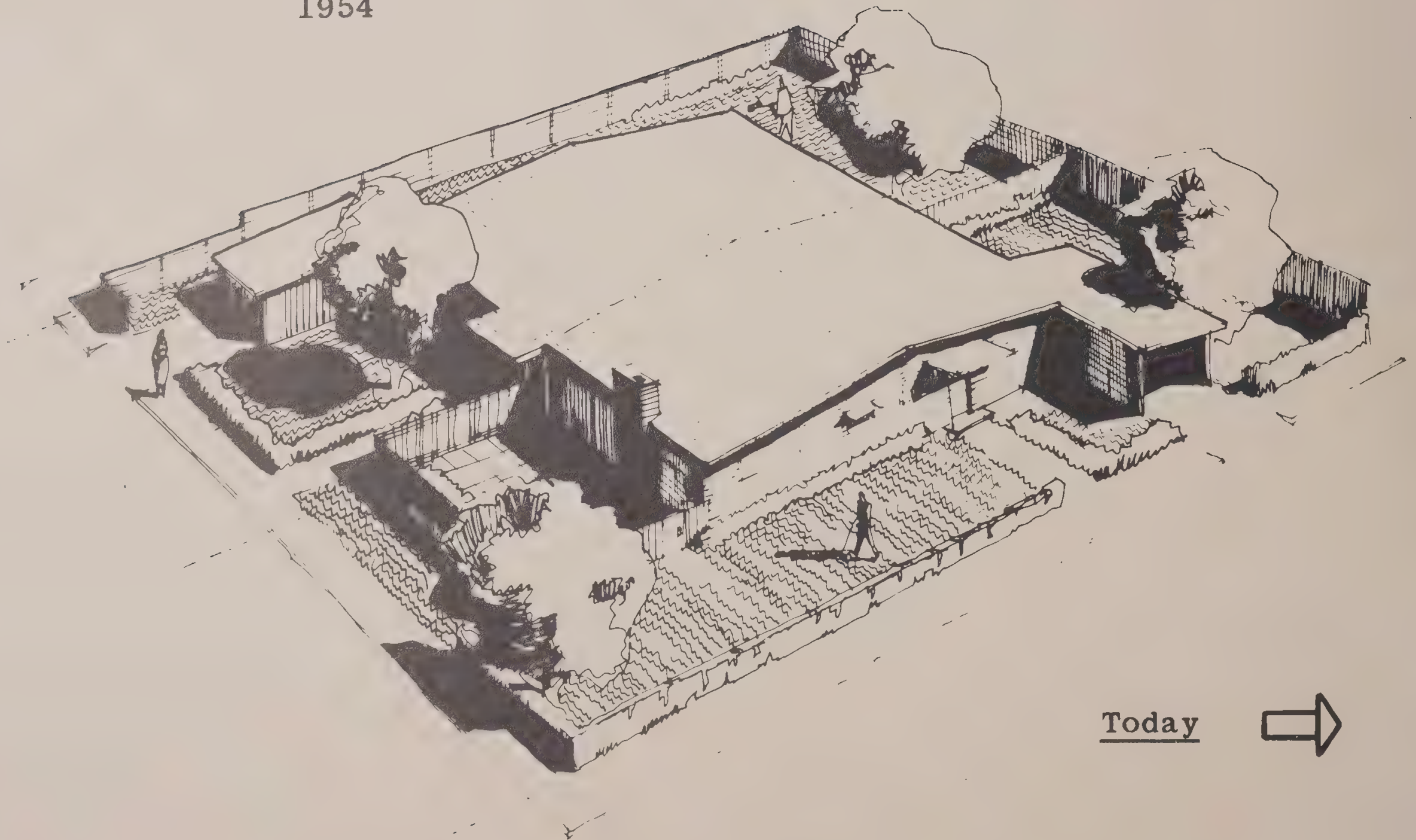
Today





(3) Duplexes

1954



Today



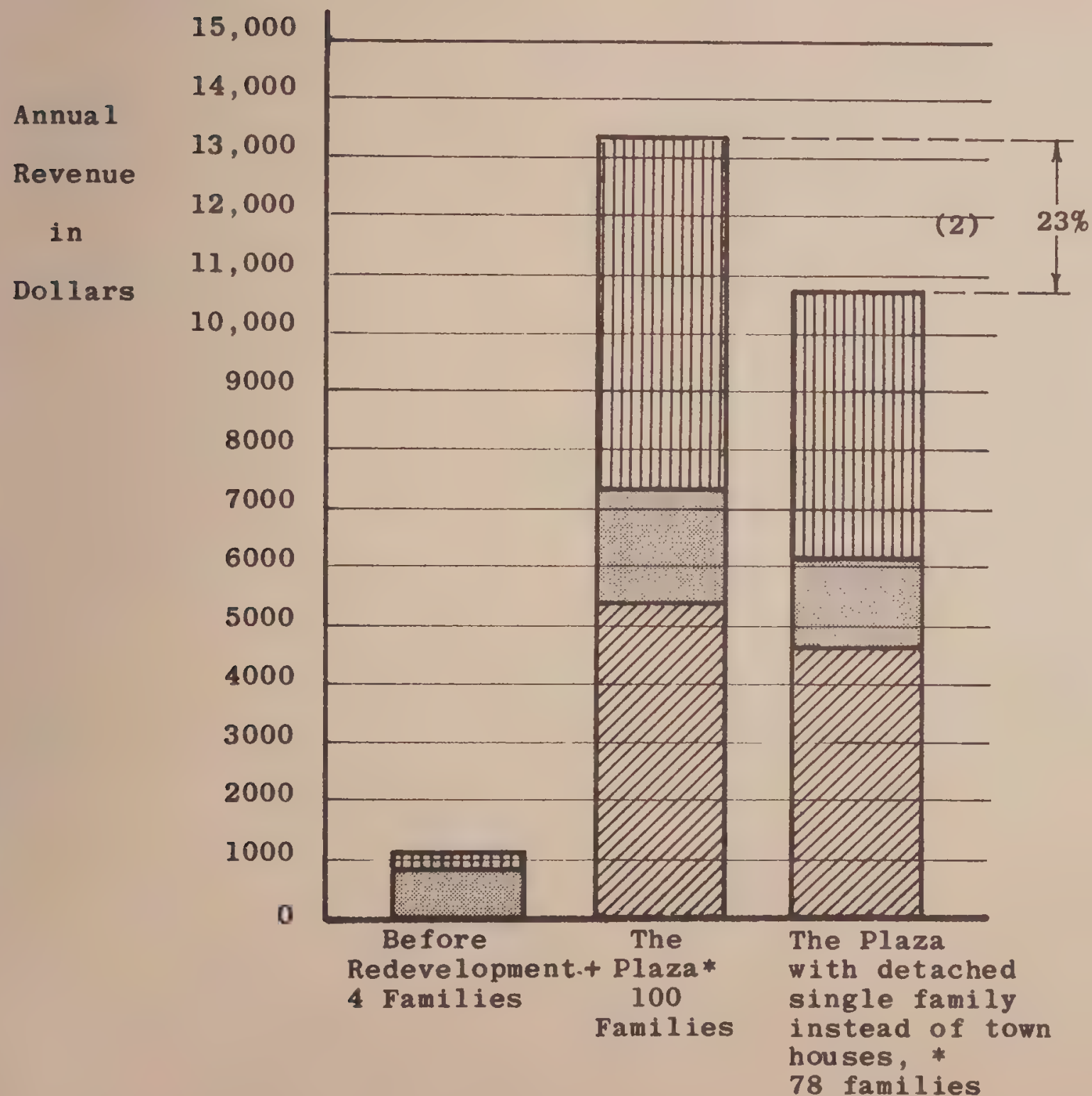


V. The Plaza and the City's Program for Redevelopment

Increases in annual revenue to the city demonstrate the financial desirability of this program.

1. Annual tax returns to the city have increased more than tenfold due to the construction of the Plaza on this site.
2. The single-family town house design, by itself, has increased annual revenues by 23% over what would be received if single-family, detached homes were used instead.

(1) Comparative Tax Revenues - The Plaza, Richmond
Before redevelopment, the Plaza, & with Detached,
Single-family Only



Key:



Subventions & estimated sales tax gain (current per capita rate)



Additional property taxes if no Veteran's Exemptions



Taxes with 100% veteran's exemptions

Source:

City Assessor's Office

* Based on 2.17/100 assessed val. Tax Rate

+ Based on 2.31/100 assessed val. Tax Rate

The Plaza and the City's Program for Redevelopment

The Plaza was proposed as a test area for:

1. The legality and financial feasibility of redevelopment.
2. The practicality and acceptability of new housing types (the town house) as a solution to urban densities and urban land costs.
3. The level of local housing market demand and the success of an open occupancy subdivision.

And, as shown on the previous pages, it has been an unqualified success.

The Plaza and the City's Program for Redevelopment

To compare the Plaza today with other areas still suffering from the handicaps of the past, is to compare

a desirable new neighborhood--bringing new purchasing power and revenue to the city

with vacant, blighted neighborhoods whose appearance, revenue and purchasing power--unchanged from that of the 20's--remain as stumbling blocks to Richmond's growth and development.



THE PLAZA:

One of the means
Richmond can use
to solve the prob-
lems of its
blighted
neighborhoods.





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Richmond City Council

James P. Kenny, Mayor
 D. M. Bradley
 W. A. Cannon*
 C. D. Erickson
 Carl Lyford
 Robert H. Miller
 John J. Sheridan
 Gay Vargas
 Leo Viano.

Edwin S. Howell, City Manager

* Mayor, July 1956-July 1957

City Planning Commission

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 Walter T. Helms, Secretary
 Louis Cannelora
 Glen Clemetson
 Virginia Griffins
 Earl Henson
 H. L. Vaughan
 Barbara Vincent
 Don Wagerman

William M. Mason, Planning Dir.*

* W. F. Finley, Planning Dir.
 (resigned 1955)

The Redevelopment Agency

Robert G. Reid, Chairman
 William E. Berk
 John F. Galvin
 Roy L. Nunn
 Frank Silva

Robert L. Rumsey, Exec. Dir.

Architects

Hardison & DeMars

Builders

Barrett Homes, Inc.

